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Subject: OPA Functional Teams and Staff Roles/Responsibilities

In order to serve EPA R7's growing needs for effective communications, OPA has formed three functional teams, and has reassigned duties to best align our skills with the functions of each team. We will conduct outreach in the next several weeks to each program office in order to provide a more thorough explanation and to engage in discussions about each program's priorities for the next couple of years. These discussions will play a critical role in OPA's development of a strategic communications plan and specific outreach and engagement campaigns.

OPA provides technology-enabled communications services to R7 including:

- Strategic communications planning
- Media relations
- Crisis communications
- Congressional and intergovernmental affairs
- Stakeholder and public outreach, engagement campaign planning/management
- FOIA
- Writing services
- Multimedia production
- Social media management
- Web content management/development
- Communications training

The three functional teams are listed below, along with the team members and their assigned roles.

Strategic Communications Team:

Develop annual and multi-year strategic plans, and situational communications plans

Kathleen Fenton – Environmental Education Program, Healthy Schools Coordinator, strategic planning

Sarah Hatch – Regional Climate Action Team Communications Lead, strategic planning

Kris Lancaster – Ag Outreach, strategic planning

Operations Team:

Write and deliver precise communications and messages to press, elected officials and the public

LaTonya Sanders – Congressional Liaison, RA event planning, Children's Health Program

Dave Bryan – Media relations AWMD, COOP and SUPR emergency response

Chris Whitley – Media relations WWPD and SUPR, Primary OPA Editor

Ben Washburn – Media relations Enforcement, state and local elected officials, West Lake communications

Emily Albano – Regional FOIA Officer, Multi-media production on Digital Team

Digital Communications Team:

Creative Arts (graphic design, videography, photography), Writing, Web Content and Social Media

Shannon Bond – Multi-media production, Social Media Coordinator

Martin Kessler – Web Content Coordinator, product review

Toni Castro – Multi-media production, social media

Cecilia Quirarte-Ortiz – Web and Social Media scheduling, FOIA processing

Questions may be directed to Curtis Carey at x7506 or to Mary Peterson at x7882.

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